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耀星科技集团

BRIGHTSTAR TECHNOLOGY GROUP CO., LTD

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耀星科技集團股份有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8446)

PROFIT ALERT

This announcement is made by Brightstar Technology Group Co., Ltd (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the information currently available to the Board and a preliminary assessment by the management of the Company with reference to the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**Period**”), it is expected that the Group will record a profit for the Period of approximately HK\$9.1 million, representing a turnaround as compared to a loss of approximately HK\$6.0 million for the six months ended 30 June 2023 (the “**Corresponding Period**”).

The Board considers that the aforesaid turnaround was mainly attributable to the combined effect of (i) the increase in revenue by approximately 115%, as compared to the revenue of HK\$34.9 million for the Corresponding Period mainly attributable to the increase in the number of the pop concerts and other live events undertaken by the Group for the provision of the visual display solution services; (ii) the improvement on gross profit margin resulted from the increase in average revenue per show of pop concerts, offset by (iii) the increase in administrative expenses incurred for the management of different segments of business and (iv) the increase in income tax provision.

The information contained in this announcement is only based on a preliminary assessment by the management of the Company of the unaudited consolidated management accounts of the Group for the Period currently available, which is subject to finalisation and will not be required to be audited by the auditor of the Company. It is not based on any figures or information reviewed by the Company's auditor or audit committee of the Company. The interim results for the Period are subject to review by the audit committee of the Company and are expected to be published on or before 23 August 2024.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Brightstar Technology Group Co., Ltd
Cui Hai Bin
Chairman and Executive Director

Hong Kong, 15 August 2024

As at the date of this announcement, the Board comprises three executive Directors, namely, Mr. Cui Hai Bin, Mr. Yeung Ho Ting Dennis and Ms. Zhang Yan Ling; and three independent non-executive Directors, namely, Mr. Chen Lijun, Ms. Jiang Yu E and Mr. Ji Gui Bao.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the websites of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk and of the Company at www.intechproductions.com.